

Rep Order# 6839677 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 11:58 AM 1 of 7

EC'd Yes Last Received: 08/08/2012 2:25 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 692 Agency C/P1/P2/E 11/27/692
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$37,925
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-6A	EARLY AM NEWS	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	2	W	5A-6A	EARLY AM NEWS	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
	3	TH	5A-6A	EARLY AM NEWS	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	
	4	F	5A-6A	EARLY AM NEWS	:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
	5	M	5A-6A	EARLY AM NEWS	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	7	W	6A-7A	AM NEWS	:30	\$1,500.00	10/03-10/03	1	1	1	\$1,500.00	
	8	TH	6A-7A	AM NEWS	:30	\$1,500.00	10/04-10/04	1	1	1	\$1,500.00	
	9	F	6A-7A	AM NEWS	:30	\$1,500.00	10/05-10/05	1	1	1	\$1,500.00	
	16	TU	430A-5A	EARLY TODAY	:30	\$125.00	10/02-10/02	1	1	1	\$125.00	
	17	W	430A-5A	EARLY TODAY	:30	\$125.00	10/03-10/03	1	1	1	\$125.00	
	18	TH	430A-5A	EARLY TODAY	:30	\$125.00	10/04-10/04	1	1	1	\$125.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 692
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/692
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	F	430A-5A	EARLY TODAY	:30	\$125.00	10/05-10/05	1	1	1	\$125.00	
	20	M	430A-5A	EARLY TODAY	:30	\$125.00	10/08-10/08	1	1	1	\$125.00	
	21	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$300.00	10/06-10/06	1	1	1	\$300.00	
	22	SA	7A-8A	SATURDAY AM NEWS	:30	\$400.00	10/06-10/06	2	1	2	\$800.00	
	23	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$300.00	10/07-10/07	1	1	1	\$300.00	
	24	SU	7A-8A	SUNDAY AM NEWS	:30	\$400.00	10/07-10/07	1	1	1	\$400.00	
	25	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	26	TU	9A-10A	TODAY SHOW 2	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	
	27	W	9A-10A	TODAY SHOW 2	:30	\$300.00	10/03-10/03	1	1	1	\$300.00	
	28	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	10/04-10/04	1	1	1	\$300.00	
	29	F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	30	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	31	TU	10A-11A	TODAY SHOW 3	:30	\$250.00	10/02-10/02	1	1	1	\$250.00	
	32	W	10A-11A	TODAY SHOW 3	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
	33	TH	10A-11A	TODAY SHOW 3	:30	\$250.00	10/04-10/04	1	1	1	\$250.00	
	34	F	10A-11A	TODAY SHOW 3	:30	\$250.00	10/05-10/05	1	1	1	\$250.00	
	35	M	10A-11A	TODAY SHOW 3	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	

Rep Order# 6839677 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 11:58 AM 3 of 7

EC'd Yes Last Received: 08/08/2012 2:25 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 692
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/692
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	36	TU	12P-1P	NOON NEWS	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
	37	W	12P-1P	NOON NEWS	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
	38	TH	12P-1P	NOON NEWS	:30	\$150.00	10/04-10/04	1	1	1	\$150.00	
	39	F	12P-1P	NOON NEWS	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
	40	M	12P-1P	NOON NEWS	:30	\$150.00	10/08-10/08	1	1	1	\$150.00	
	41	TU	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	
	42	W	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	10/03-10/03	1	1	1	\$300.00	
	43	TH	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	10/04-10/04	1	1	1	\$300.00	
	44	F	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	45	M	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	46	TU	2P-3P	THE DOCTORS	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
	47	W	2P-3P	THE DOCTORS	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
	48	TH	2P-3P	THE DOCTORS	:30	\$150.00	10/04-10/04	1	1	1	\$150.00	
	49	F	2P-3P	THE DOCTORS	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
	50	M	2P-3P	THE DOCTORS	:30	\$150.00	10/08-10/08	1	1	1	\$150.00	
	51	TU	3P-4P	MAURY POVICH	:30	\$250.00	10/02-10/02	1	1	1	\$250.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 692
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/692
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	52	W	3P-4P	MAURY POVICH	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
	54	F	3P-4P	MAURY POVICH	:30	\$250.00	10/05-10/05	1	1	1	\$250.00	
	55	M	3P-4P	MAURY POVICH	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
	56	TU	4P-5P	ANDERSON COOPER	:30	\$250.00	10/02-10/02	1	1	1	\$250.00	
	57	W	4P-5P	ANDERSON COOPER	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
	58	TH	4P-5P	ANDERSON COOPER	:30	\$250.00	10/04-10/04	1	1	1	\$250.00	
	59	F	4P-5P	ANDERSON COOPER	:30	\$250.00	10/05-10/05	1	1	1	\$250.00	
	60	M	4P-5P	ANDERSON COOPER	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
	61	TU	5P-530P	5PM NEWS	:30	\$700.00	10/02-10/02	1	1	1	\$700.00	
	62	W	5P-530P	5PM NEWS	:30	\$700.00	10/03-10/03	1	1	1	\$700.00	
	63	TH	5P-530P	5PM NEWS	:30	\$700.00	10/04-10/04	1	1	1	\$700.00	
	64	F	5P-530P	5PM NEWS	:30	\$700.00	10/05-10/05	1	1	1	\$700.00	
	65	M	5P-530P	5PM NEWS	:30	\$700.00	10/08-10/08	1	1	1	\$700.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/02-10/02	1	1	1	\$700.00	
	67	W	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/03-10/03	1	1	1	\$700.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/04-10/04	1	1	1	\$700.00	
	69	F	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/05-10/05	1	1	1	\$700.00	

Rep Order# 6839677 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 11:58 AM 5 of 7

EC'd Yes Last Received: 08/08/2012 2:25 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 692
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/692
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/08-10/08	1	1	1	\$700.00	
	71	TU	6P-630P	6PM NEWS	:30	\$1,000.00	10/02-10/02	1	1	1	\$1,000.00	
	73	TH	6P-630P	6PM NEWS	:30	\$1,000.00	10/04-10/04	1	1	1	\$1,000.00	
	74	F	6P-630P	6PM NEWS	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	75	M	6P-630P	6PM NEWS	:30	\$1,000.00	10/08-10/08	1	1	1	\$1,000.00	
	76	TU	730P-8P	INSIDER<	:30	\$600.00	10/02-10/02	1	1	1	\$600.00	
	77	W	730P-8P	INSIDER<	:30	\$600.00	10/03-10/03	1	1	1	\$600.00	
	78	TH	730P-8P	INSIDER<	:30	\$600.00	10/04-10/04	1	1	1	\$600.00	
	79	F	730P-8P	INSIDER<	:30	\$600.00	10/05-10/05	1	1	1	\$600.00	
	80	M	730P-8P	INSIDER<	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	82	W	11P-1135P	LATE NEWS	:30	\$800.00	10/03-10/03	1	1	1	\$800.00	
	83	TH	11P-1135P	LATE NEWS	:30	\$800.00	10/04-10/04	1	1	1	\$800.00	
	84	F	11P-1135P	LATE NEWS	:30	\$800.00	10/05-10/05	1	1	1	\$800.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	

EC'd Yes Last Received: 08/08/2012 2:25 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 692 Agency C/P1/P2/E 11/27/692
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/03-10/03	1	1	1	\$300.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/04-10/04	1	1	1	\$300.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	

---REPORT TOTALS---
Report Totals: 83 / \$37,925.00

---SALES MONTHLY TOTALS---

Oct 12: 83 / \$37,925.00
Sales Totals: 83 / \$37,925.00
Station Totals: 83 / \$37,925.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,500	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

EC'd Yes Last Received: 08/08/2012 2:25 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () AMERICAN CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 692	Agency C/P1/P2/E 11/27/692	
Buyer Stephanie Maroney	Flight Dates 10/02/2012 - 10/08/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CREDIT RISK ---

CASH IN ADVANCE